

# Improvement of the architecture of territorial brands in current conditions

Eidelman B., Fakhrutdinova L., Galimov S.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

---

## Abstract

© Medwell Journals, 2018. This study describes the creation and promotion of territorial brands as well as the formation of the effective architecture in the modern world. Basic definitions of the territorial brand and regional branding and more developed formulations of the above categories. Describes the main theoretical principles of architecture of a local brand. Selected fundamental principles that should guide the creation and promotion of territorial brands. Much attention is paid to the formation processes of territorial brands on the example of Republic of Tatarstan.

<http://dx.doi.org/10.3923/jeasci.2018.3700.3703>

---

## Keywords

Architecture of a local brand, Domestic tourism, Processes, Promotion, Territorial brand regional branding

## References

- [1] Bagautdinova, N., I. Gafurov, N. Kalenskaya and A. Novenkova, 2012. The regional development strategy based on territorial marketing (the case of Russia). *World Applied Sci. J.*, 18: 179-184
- [2] Chrysochou, P. and K.G. Grunert, 2014. Health-related ad information and health motivation effects on product evaluations. *J. Bus. Res.*, 67: 1209-1217
- [3] Eidelman, B.M., L.R. Fakhrutdinova and S.S. Galimov, 2016. Applying of the territorial marketing technologies in organizations of socio-culture service and tourism. *Intl. Bus. Manage.*, 10: 5568-5571
- [4] Eidelman, B.M., L.R. Fakhrutdinova, N.K. Gabdrakhmanov and A.M. Nayda, 2016. Ways of formation of regional brands in modern conditions. *Acad. Marketing Stud. J.*, 20: 39-44
- [5] Fakhrutdinova, L.R., B.M. Eidelman, M.V. Rozhko and O.V. Pratchenko, 2014. Methodological approaches of formation of evaluative indicators of quality of life. *Mediterr. J. Soc. Sci.*, 5: 251-255
- [6] Gabdrakhmanov, N.K. and V.A. Rubtsov, 2014. Tourist and recreational positioning of tatarstan republic: Cluster analysis. *World Appl. Sci. J.*, 30: 202-202
- [7] Lu, L.C., W.P. Chang and H.H. Chang, 2014. Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type and brand awareness. *Comput. Hum. Behav.*, 34: 258-266
- [8] Murali, K.V.R.M., N. Sinha, T.S. Mahesh, M.H. Levitt and K.V. Ramanathan et al., 2002. Quantum-information processing by nuclear magnetic resonance: Experimental implementation of half-adder and subtractor operations using an oriented spin-7/2 system. *Phys. Rev. A*, Vol.66
- [9] Wedel, M. and R. Pieters, 2008. Eye tracking for visual marketing. *Found. Trends Marketing*, 1: 301-350